

DID YOU KNOW?

1 in 3

Singaporeans with diabetes have a **poor control** of their health condition.

5.8

*Poor control is defined as having HbA1c $\geq 8\%$

*Information Paper on Diabetes in Singapore, 2016, National Registry Of Diseases Office, Singapore

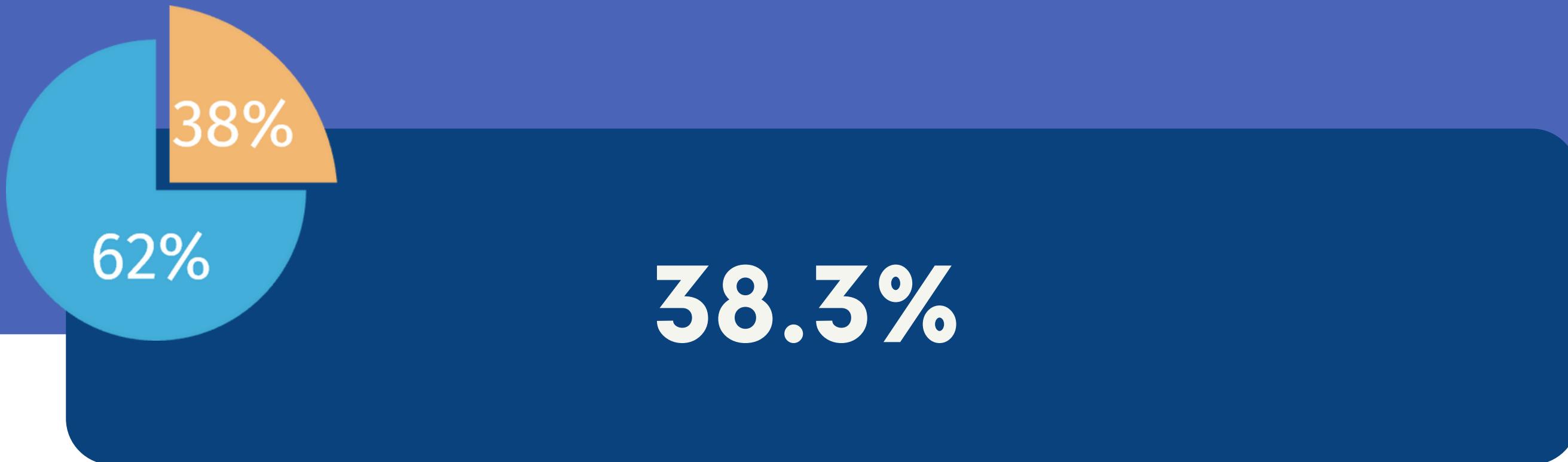
DID YOU KNOW?

7 in 20

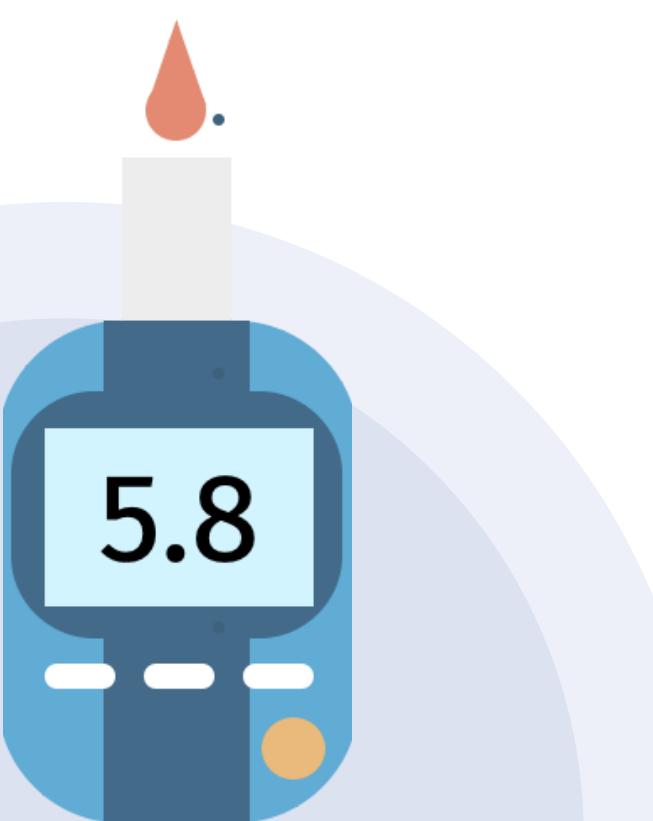
newly diagnosed diabetes patients **do not**
adhere to medication.



DID YOU KNOW?



had sometimes or often encountered **false information** related to healthcare.



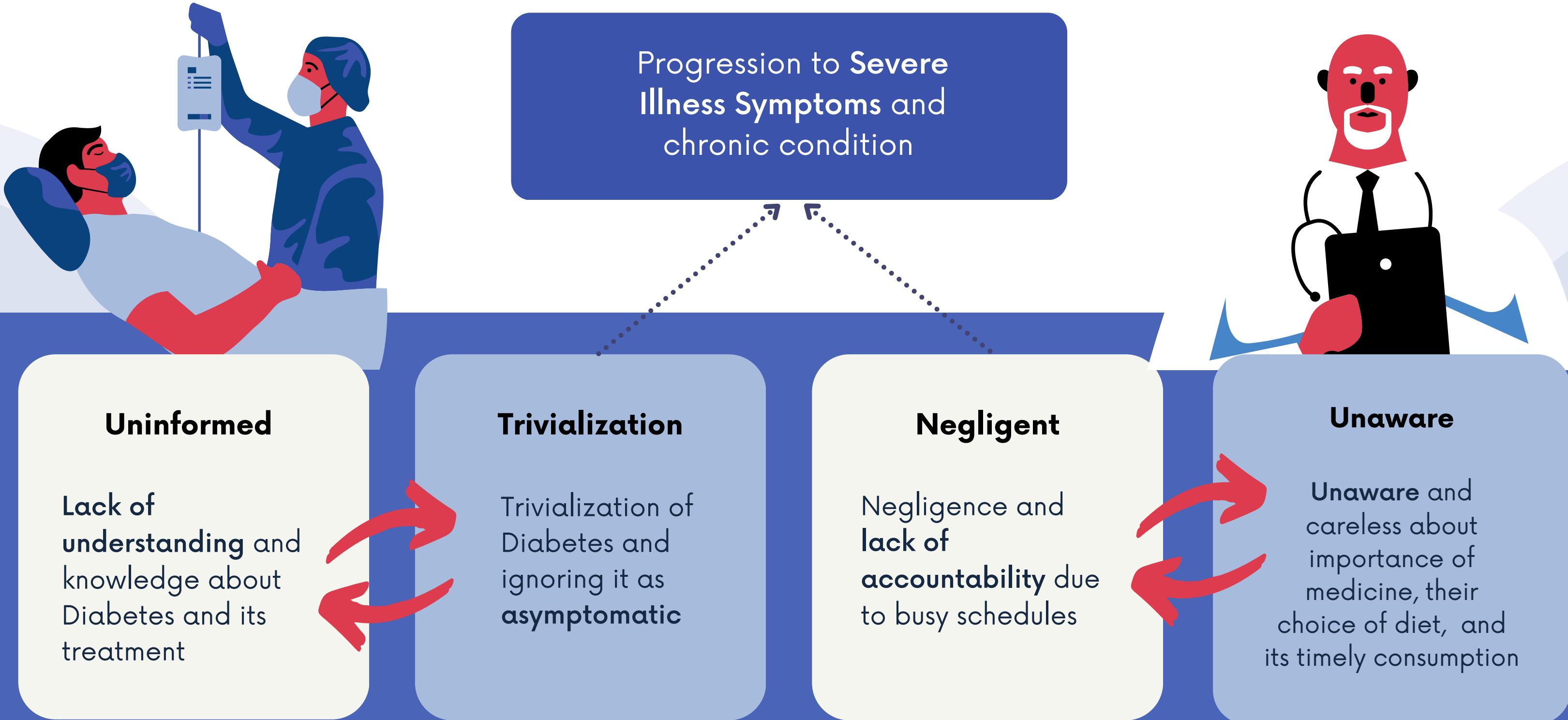


TEAM REJECTS

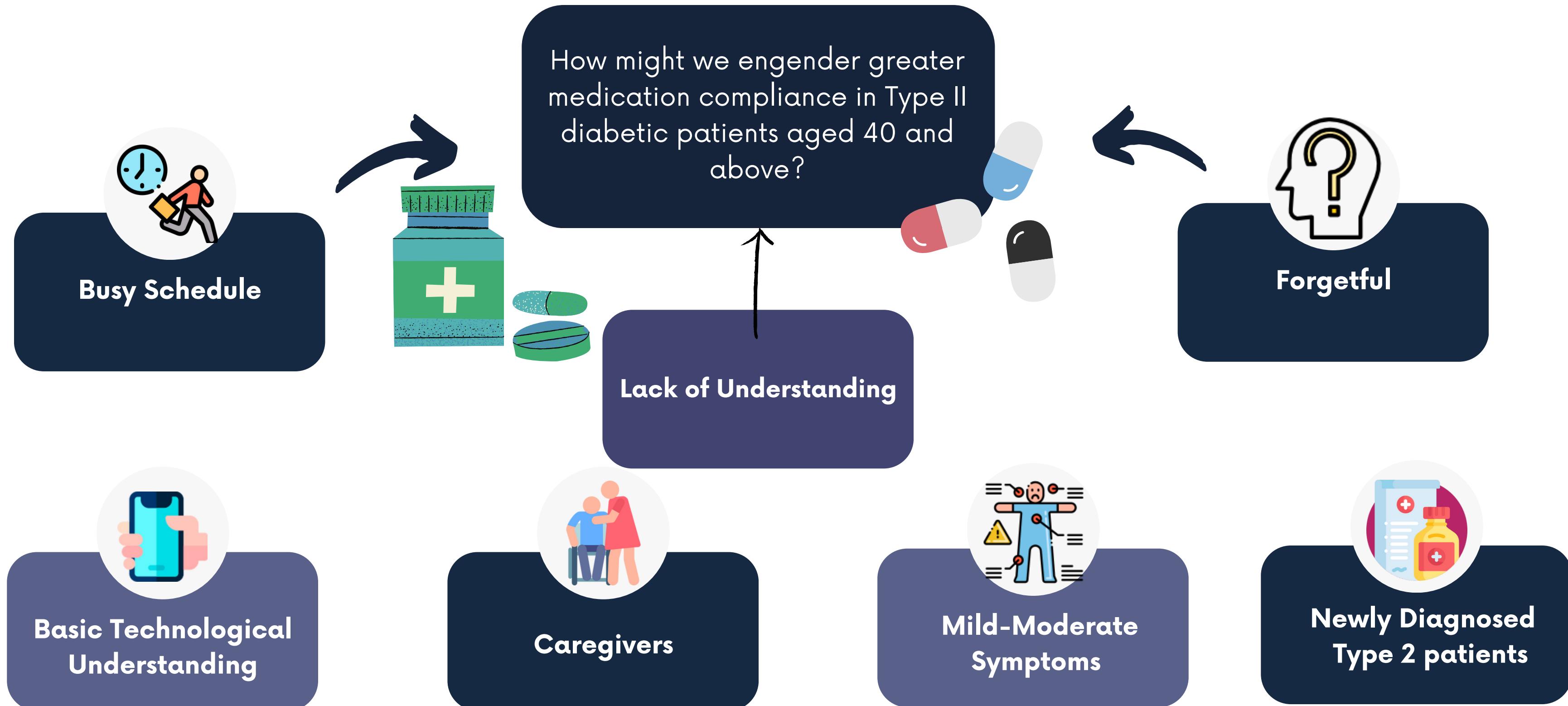
MELL

YOUR DIABETES WHATSAPP PAL

EXPLORING THE PROBLEM & PATIENT NEEDS



PROBLEM STATEMENT



TARGET MARKET

TAM

Total Addressable Market

Type 2 Diabetes Patients **above 40** that use **WhatsApp** and their **caregivers**



SAM

Service Addressable Market

Type 2 Diabetes Patients aged **40-60** that use **WhatsApp**, need **medication tracking** and their **caregivers**



SOM

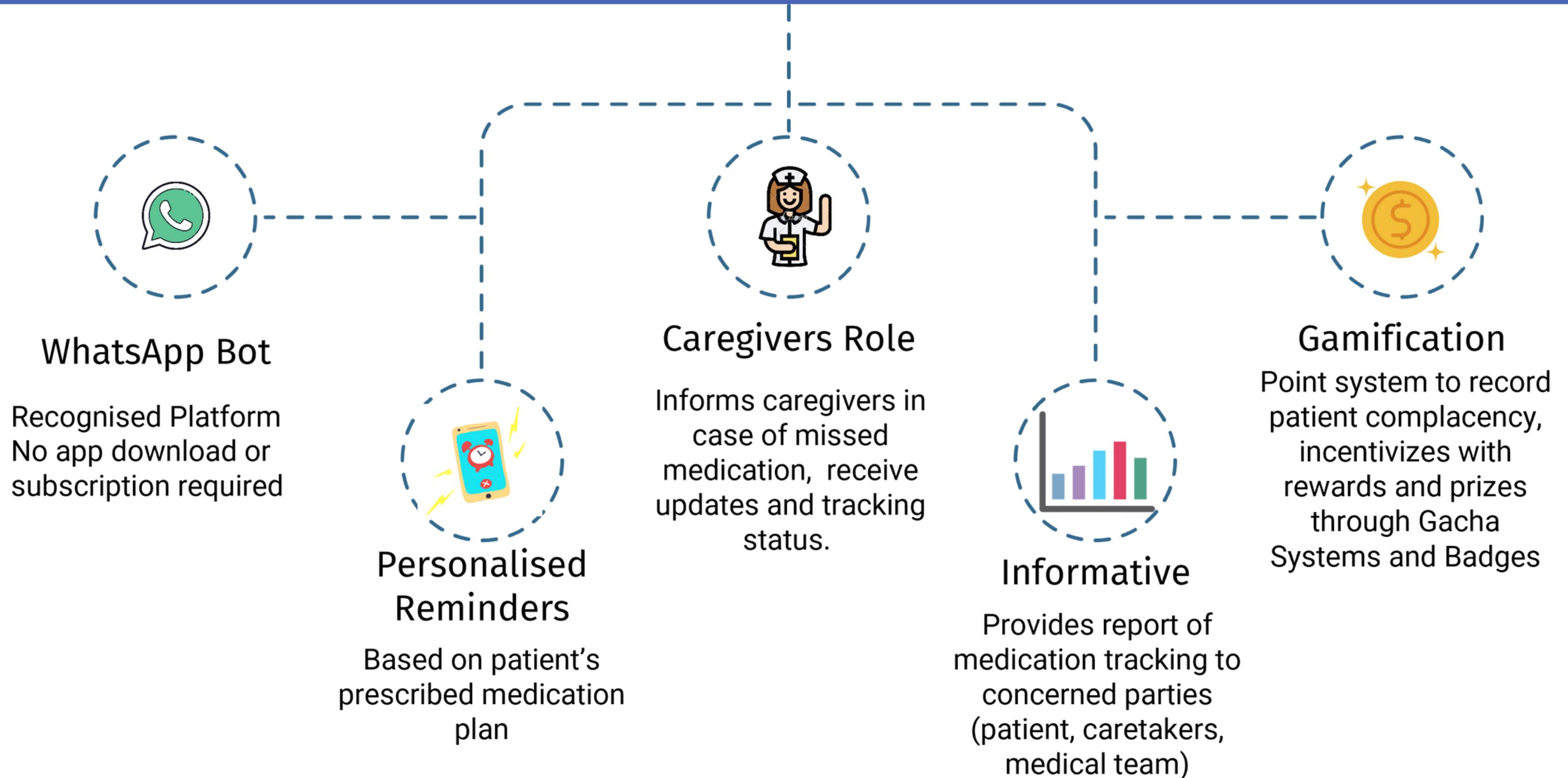
Service Obtainable Market

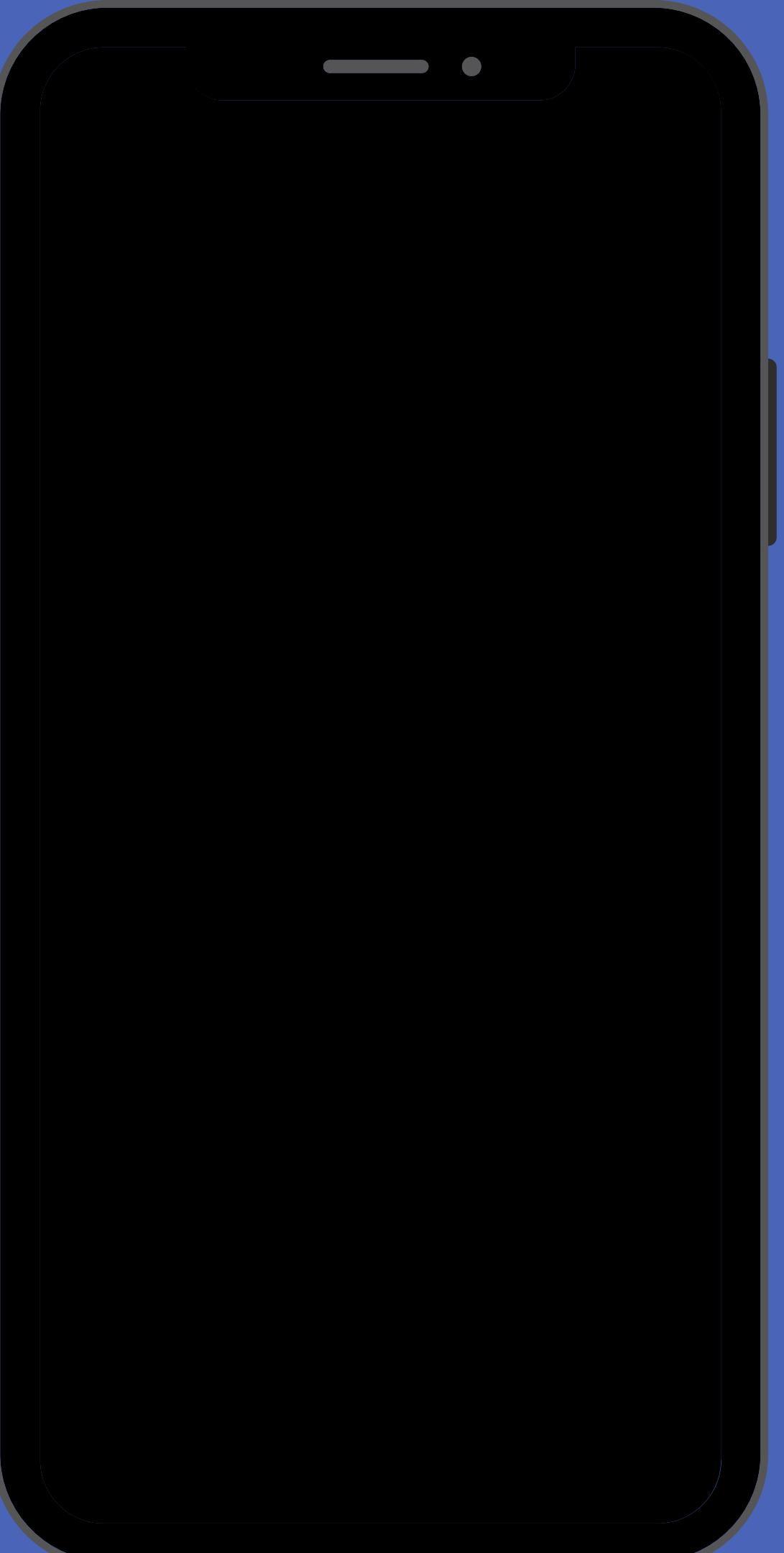
Newly Diagnosed Type 2 Diabetes Patients aged **40-50** with **moderate digital literacy**, that use **WhatsApp**, need **medication tracking**, and their **caregivers**



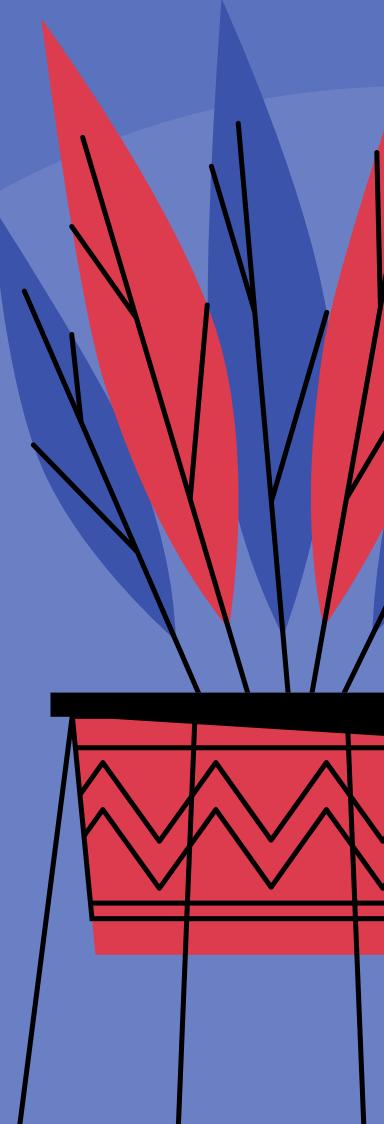
OUR SOLUTION

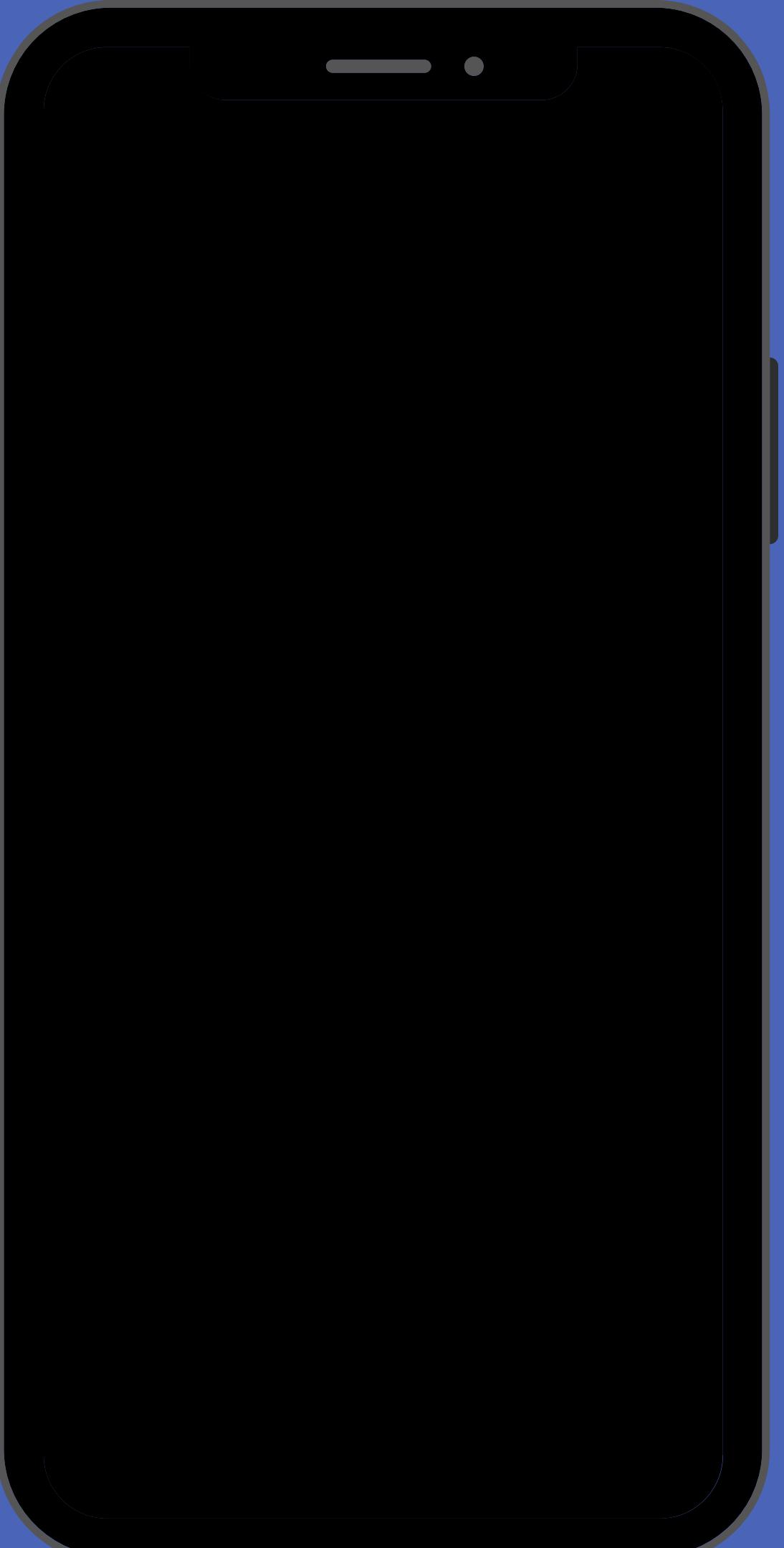
Mell, Your Diabetes WhatsApp Pal



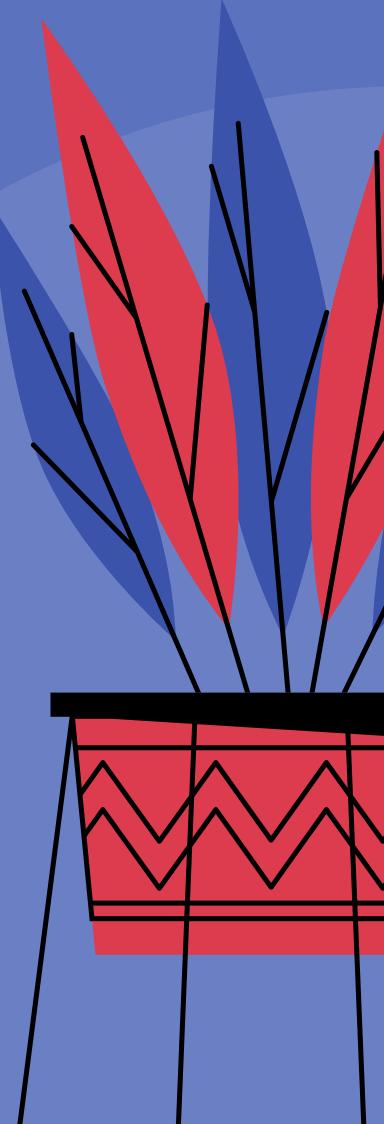


Meet Mell!

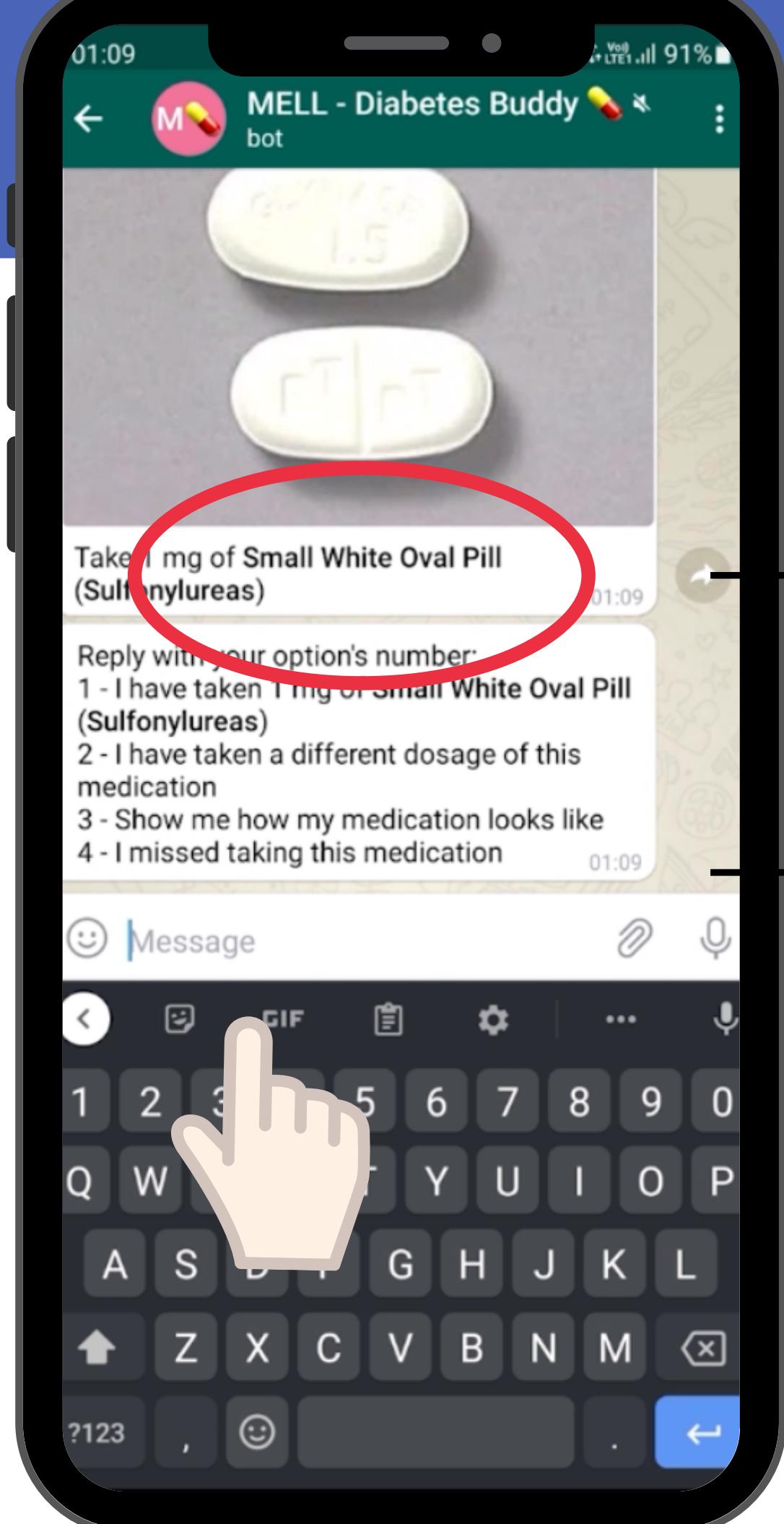




Meet Mell!

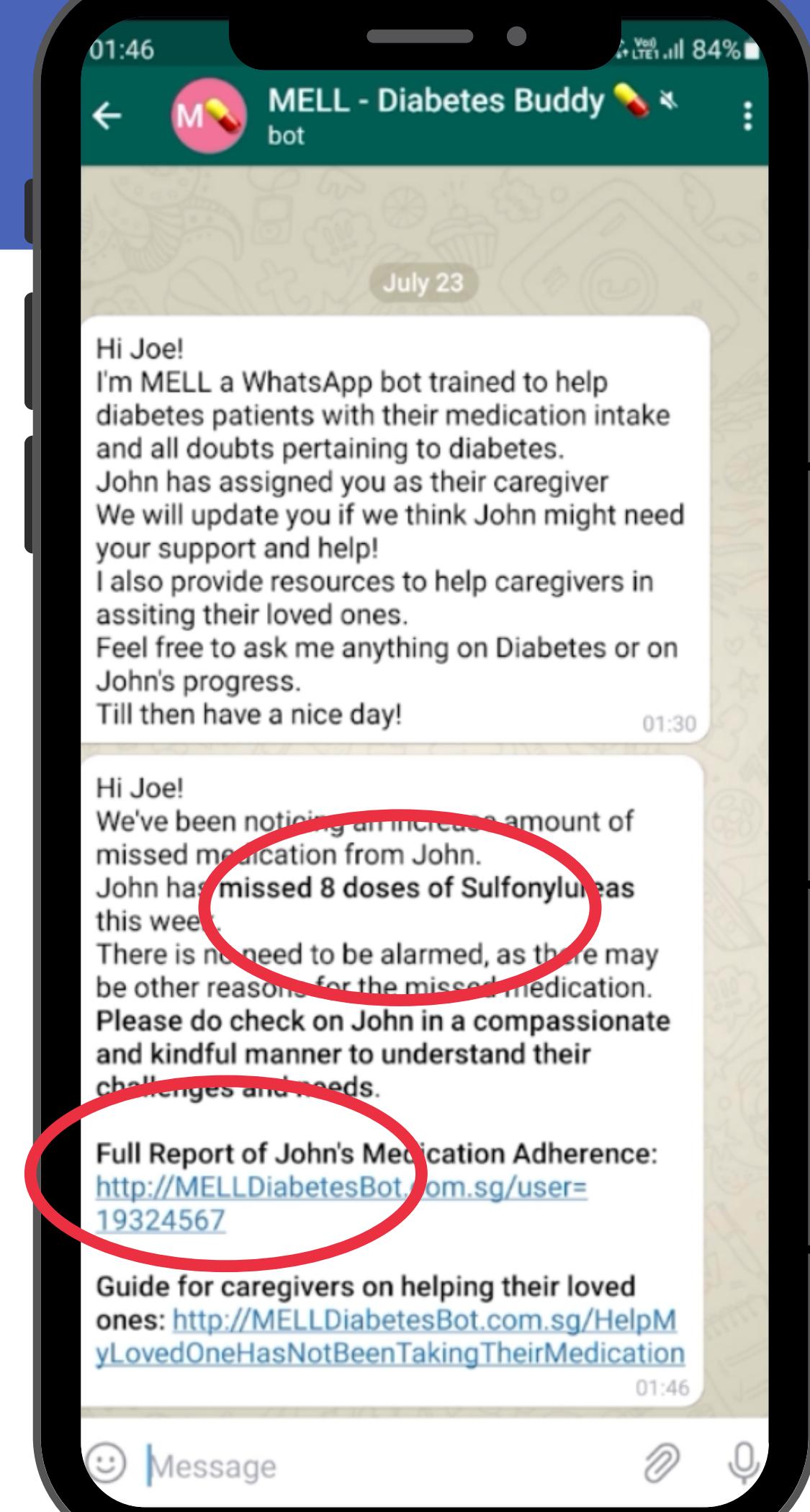


Mell Benefits



-  Reminds you with a picture and distinctive features
-  Timely reminders based on your notification frequency preference

MELL Benefits



Keeps caregivers in the loop



Tracks & Reports number of missed doses weekly



Personalised medical report link to track progress and share with medical team

What makes Mell Stand out?



Convenient to use

Take pictures of prescribed medication or for the AI to detect and remind user with distinctive features such as "white oval pill." (Manual entry possible)



Community Support

Community of diabetic users and caregivers to share their thoughts online, and support each other



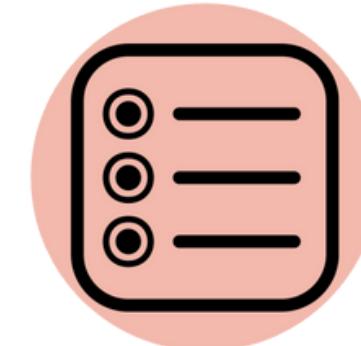
Hassle-free set up

Upload medication plan with your CONVIDOSE QR code, smart pill box or manually.



Personalized AI Chatbot

To converse with patients who have general queries, or even act as a buddy for them to chat with.



Customized notification reminders

Choose when and how patient would be liked to notify. Gain points if you have a medication streak.



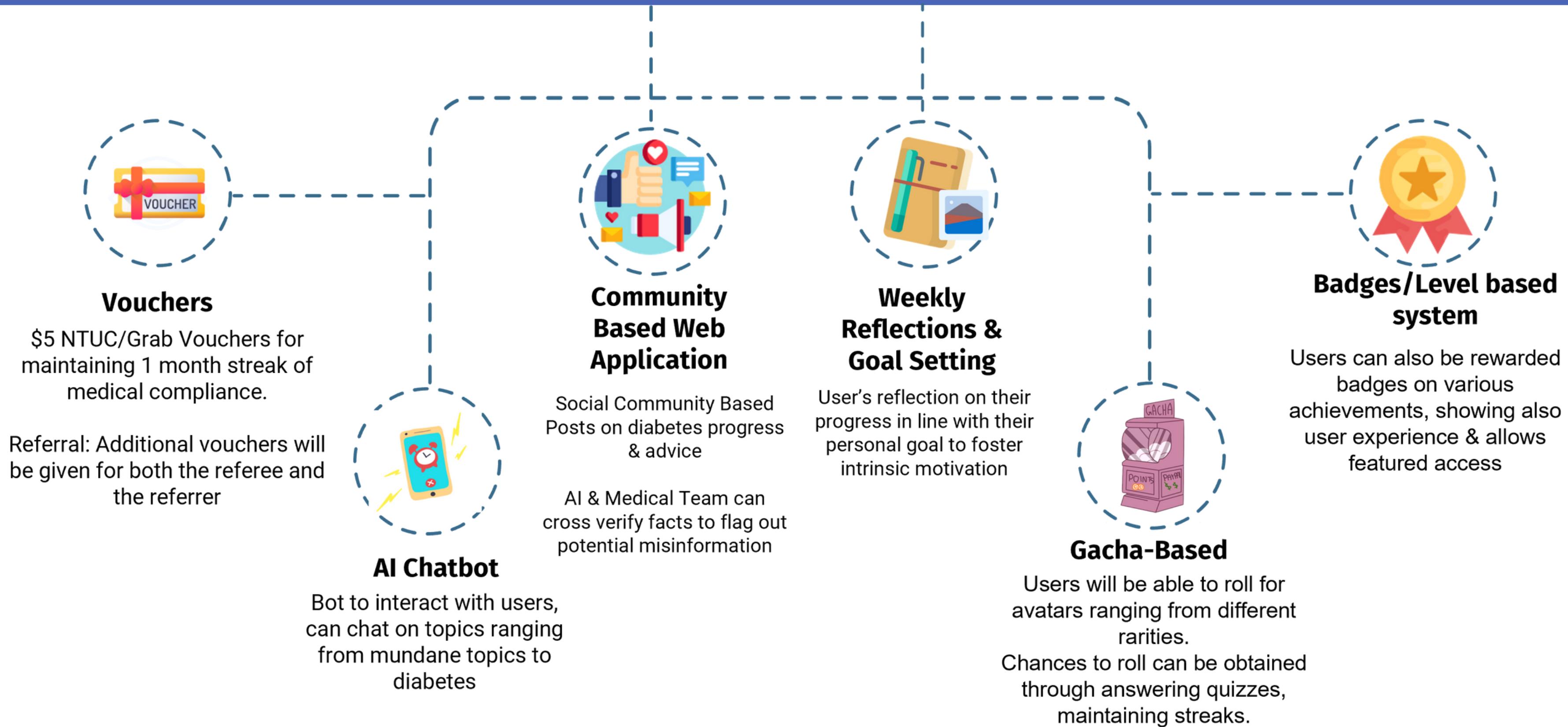
Accountability & Awareness

Increases accountability & awareness without overwhelming the patient with interactive games (streaks and gacha)

Competitor Analysis

	MEDICATION TRACKING	PROGRESS TRACKING	INTEGRATION OF CAREGIVERS	GAMIFIED	ACCESSIBILITY (NO ADDITIONAL APP DOWNLOAD)	INFORMATION ON DIABETES
MELL	✓	✓	✓	✓	✓	✓
One Drop for Diabetes (App)	✗	✓	✗	✓	✗	✓
Medisafe (App)	✓	✓	✓	✗	✗	✗
Smart Pillbox / Dispenser	✓	✓	✓	✗	✗	✗
Forwardable WhatsApp Messages	✗	✗	✓ If shared on family chat	✗	✓	✓ Unreliable
Healthhub (App/Web)	✗	✗	✗	✗	✗	✓

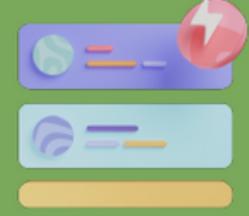
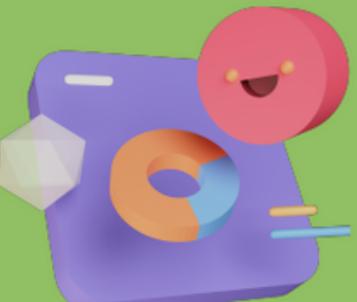
User Retention Scheme



9:41



Home

Profile
Tan Ah Boon**Community Posts****Medication Tracking****Food & Recipes****Progress & Stats****Visit Beatis!**

Mell Web Benefits



Community Forums for users to get inspired from other patients/caregivers stories



Additional Benefits

1

Diabetes Friendly Recipes, sorted based on Carbohydrate Content.
Enter postal code for healthy eateries in vicinity.

2

Gamified Gacha System for users to collect Beatis, allowing interaction.

3

Medication Tracking for users to view a detailed list and report on their current medication and dosage.

4

Progress and Statistics that shows the user overall progress with medical compliance and other achievements too

User Validation Plan

Surveys

Users will be allowed to express how receptive they are to our solution through surveys. This will help us gauge how feasible our idea is in the real world.

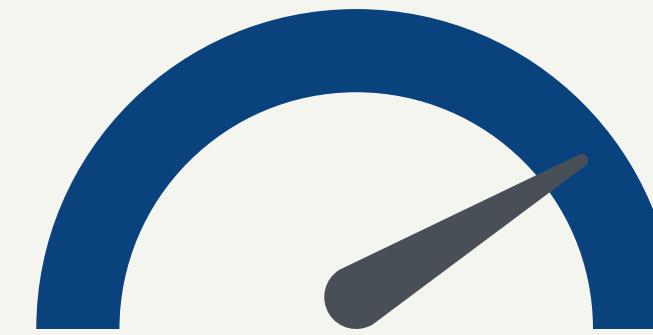
Expert Advisory

Mell will be an open collaboration between technologists and medical experts. This will help us bring together credible information at your fingertips.



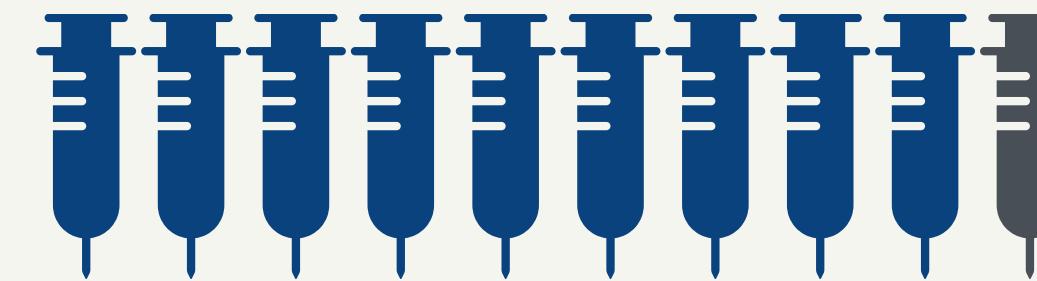
Survey Results

80%



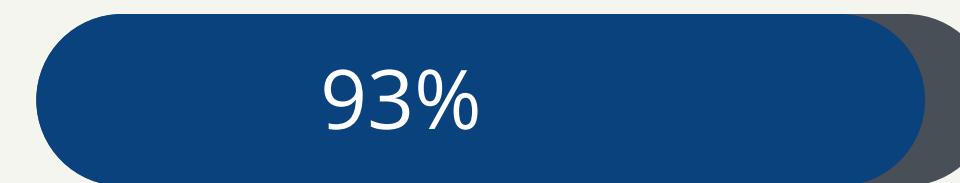
80% of our respondents believed a WhatsApp bot would be useful to be **aware** and **track medication**.

95%



95% of our respondents use Whatsapp frequently.

93%



93% of our respondents who received medical tips preferred hearing from a reliable source.



Market Potential

182.5K

40 years or older patients diagnosed with type diabetes in Singapore.



1 in 2 adults

In Singapore do not comply with their medication schedule.



>70%

Were non-adherent to their medication due to forgetting



How does Mell help?



Remind Patients

Hassle-free tracking, easy to operate notifications on WhatsApp



Awareness

Interactive games, posts, polls for patients and caretakers

Business Plan & Collaboration



Key Partnerships



**Reputable Medium to
Large Public or Private Health
Organizations**



WhatsApp Business



**TWILIO or WATI
WhatsApp Business
Solution Providers**



**Health Science
Authorities, Govtech,
MedTech, HealthTech,
HealthHub**



**Smart Pillbox Companies,
ConviDose**



Insurance companies

Business Plan & Collaboration

Revenue Streams

- Sponsorships from digital health sectors
- Advertisements from reputable Health or MedTech companies on WhatsApp Tips bot & Web (Diabetes-friendly restaurants)



Allow bot to be free to use for users

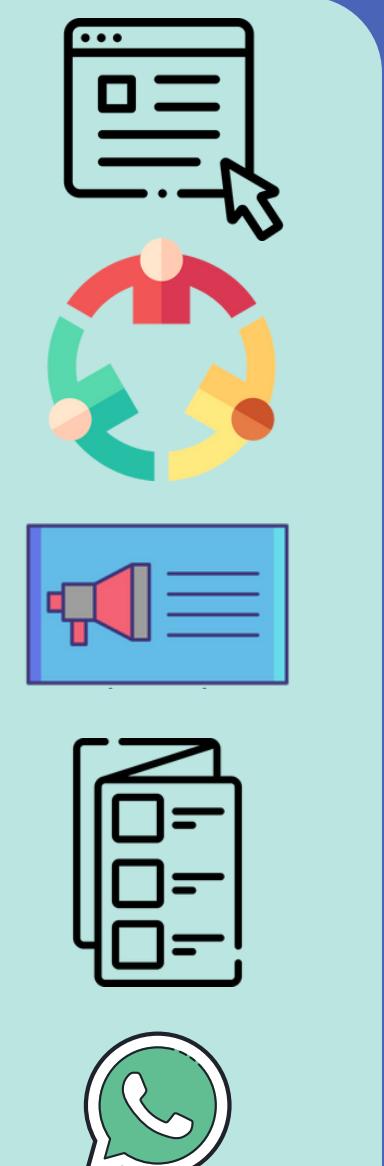


Business Plan & Collaboration



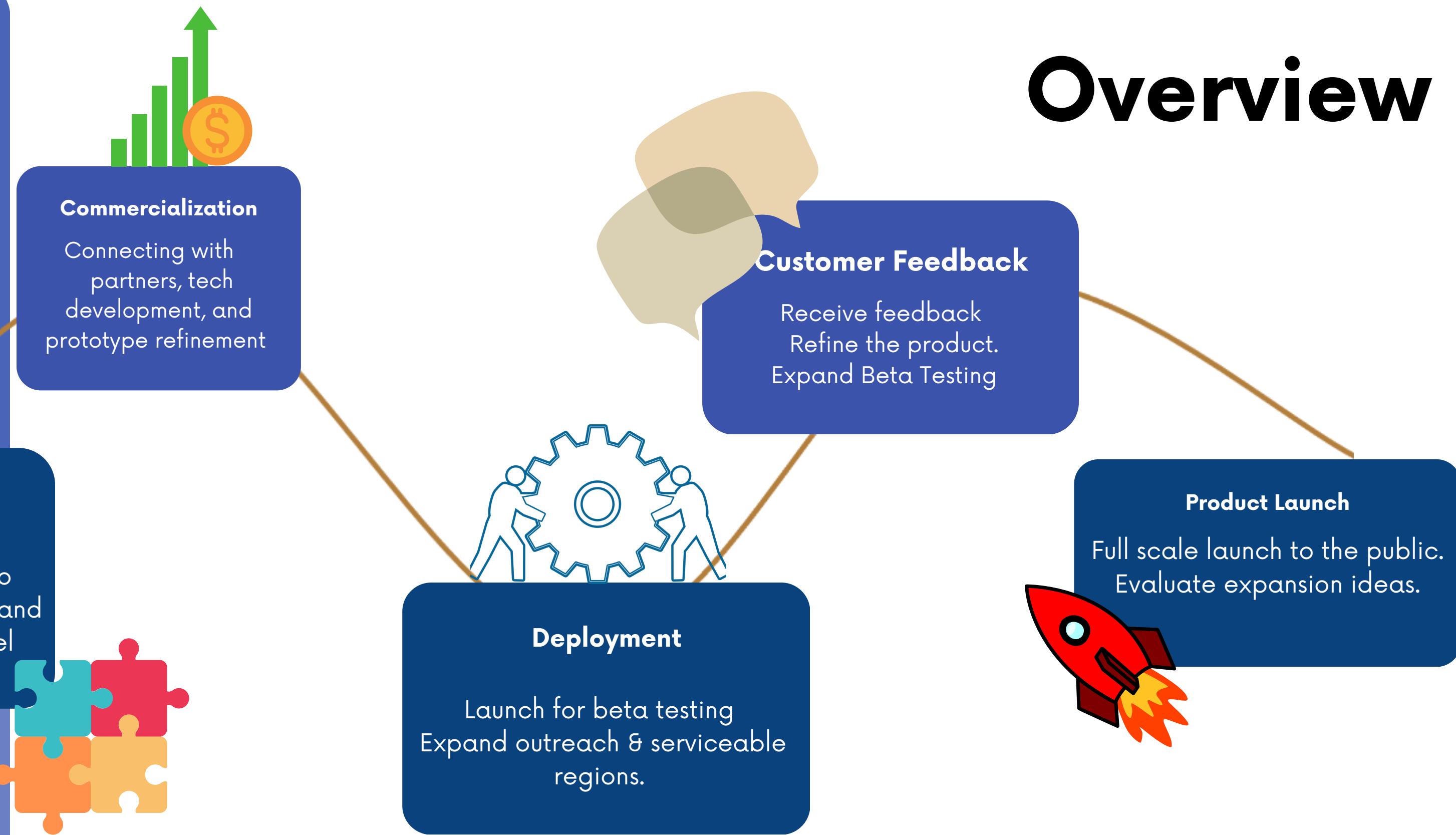
Distribution Channels - User Acquisition

- Web Landing Page
- Community centers events
- Diabetes support groups
- Google/Facebook Ads
- Referral System
- Pamphlets at health facilities
- Facebook Pages
- Partner Channels
- WhatsApp Forwarded Message



The Roadmap

A multi-step process



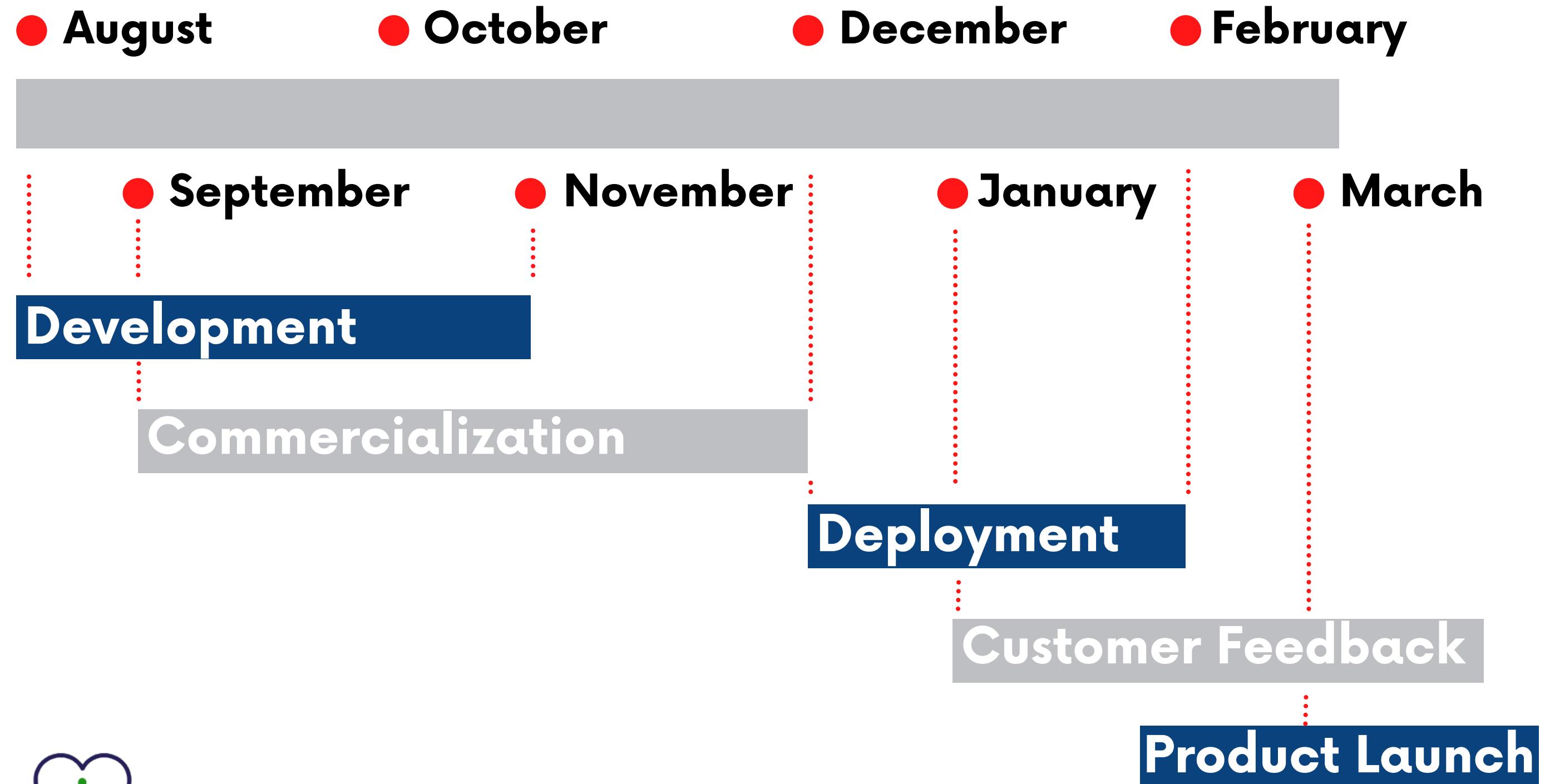
Overview

The Roadmap

A multi-step process

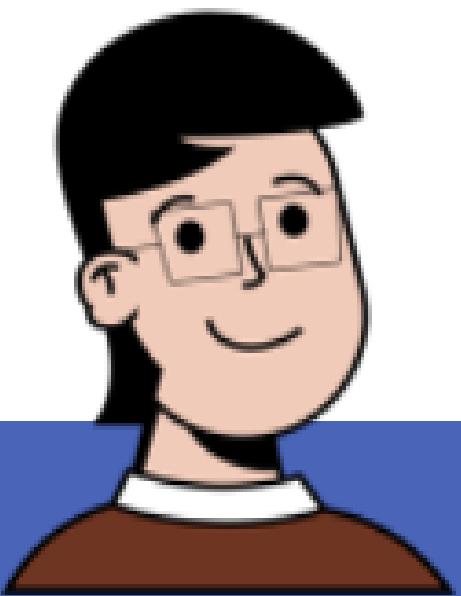


Timeline



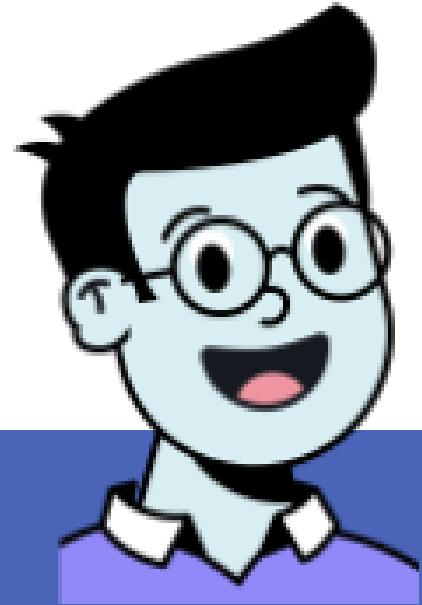
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Meet The Team



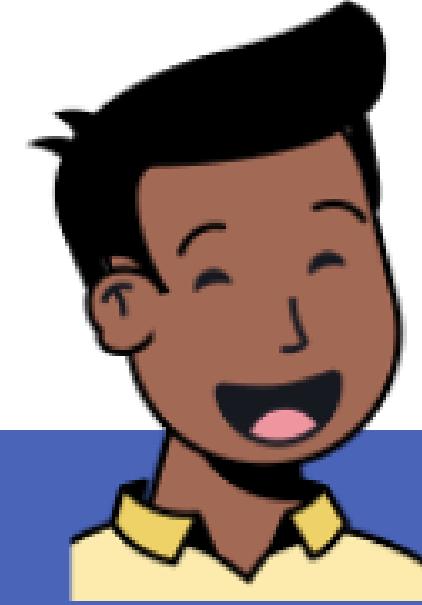
Rohit
Product
Development Director

Always ready with ideas!
His role is to develop our
product features



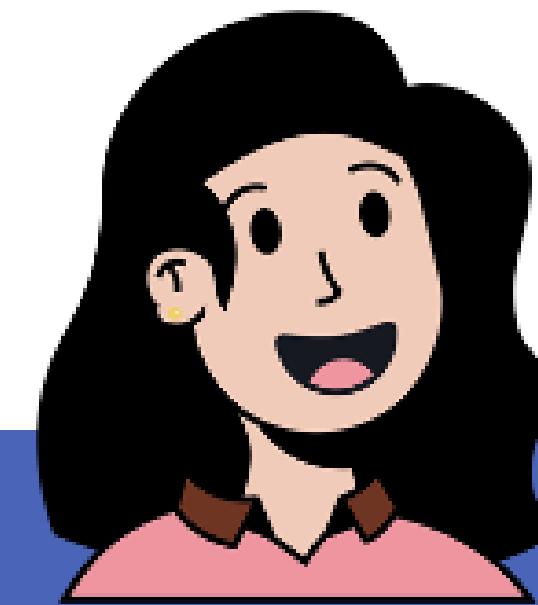
Ernest
Outreach
Director

The communicator!
Responsible to liaise with
stakeholders



Joe
Technology
Director

The Hacking Master!
Bringing our ideas to life
with his expertise in tech



Jayati
Operations
Director

The Organized!
Arrange and organize
group meetings, SOP and
plan of action.



James
Research and
Development Director

The Google Guy!
Responsible for
medicinal research and
assess idea feasibility.

What's Next?

Currently, we're seeking **Business Experts** in **Medical Industry** or **Tech Industry** to help guide us on enhancing our business model

Please feel free to contact my team, if you share our vision as well!



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Phone: 92328164



[Ernest, Outreach Director](#)

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[Jayati, Operations Director](#)

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[Rohit, Product Development Director](#)

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[James, Research and Development Director](#)

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YOUR DIABETES WHATSAPP PAL

Thank you

to our mentors (Dr Ang Hui Ying, Dr Leroy Koh),
esteemed panelists and advisors for guiding us
through this journey. We're extremely grateful.





Question & Answer Session

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James, R&D Director
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Business Model

Partners

- Reputable Medium-Large Public or Private Health Organizations in SG

E.g. MOH, Singhealth, SG Hospitals, Polyclinics, Raffles Medical

- WhatsApp
- WhatsApp Business Solution Providers

E.g. Twilio or WATI

- Healthhub
- Health Science Authorities
- Smart Pillbox companies

E.g. Elliegrid, Memo Box, DEFI

- ConviDose
- GovTech
- Insurance Companies
- MedTech & HealthTech

Activities

- Develop sustainable system
- Regular User testing & feedback
- Safeguard privacy & security
- Timely & effective moderation
- Reasonable marketing outreach
- Ensure Adequate advertisers & sponsors

Key Resources

- Physical
 - Data Sensitive Servers
- Human
 - Developers team
 - Marketing team
 - Operations team
 - Finance team
- Intellectual
 - Partnerships

Value Proposition

- Track, get reminded of medication
- Accountability from caregivers & medical team
- Convenience & Accessibility
- Low Learning Curve
- Casual Spaced Repition
- Address diabetes misconceptions in timely manner
- Leveraging on familiar platform of user's with already preconfigured view settings (E.g. font size)

Customer Relationships

- Distribution channels to landing page
- Engagement thru quizzes, badges, points, gacha, AI Chatbot
- Goal setting & Weekly Reflection
- Incentives from vouchers
- Referral system

Channels

- Community Centers Events
- Diabetes Support Groups
 - TOUCH, Diabetes SG, Healthhub
- Online Google/Facebook Ads
- Referral System
- Pamphlets at health facilities
- Maintaining a web landing page
- Facebook Page
- Partner channels
- WhatsApp Message Forwards

Customer Segments

- **TAM:** Residents of Singapore with type 2 diabetes & their caregivers
- **SAM:** Residents of Singapore aged (40-60) with type 2 diabetes who need medication tracking & can use WhatsApp and their caregivers
- **SOM:** Residents of Singapore aged (40-50) with type 2 diabetes who need medication tracking, have moderate digital literacy & can use WhatsApp and their caregivers
- Early adopters:
 - Working adults with significant family commitments (e.g. have children, need to take care of their parents)

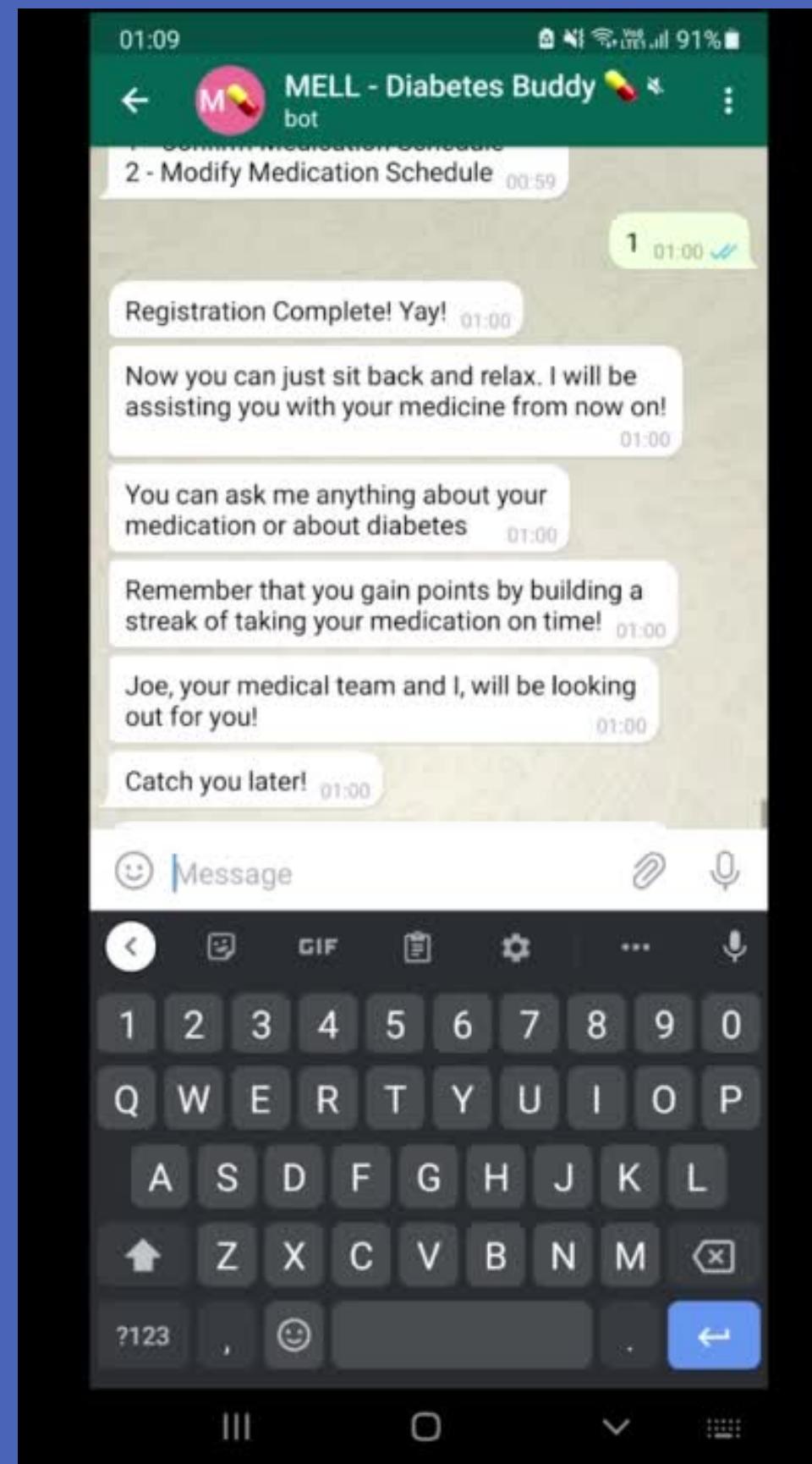
Cost Structure

- Whatsapp API (assuming base 1000 users, maximal per template and session message charge) - \$18000
- Social Media Marketing - \$5000
- Web-Hosting and Domain - \$960
- Others (Zoom pro subscription and firebase) - \$2000
- Total cost per annum is estimates \$26000 per annum

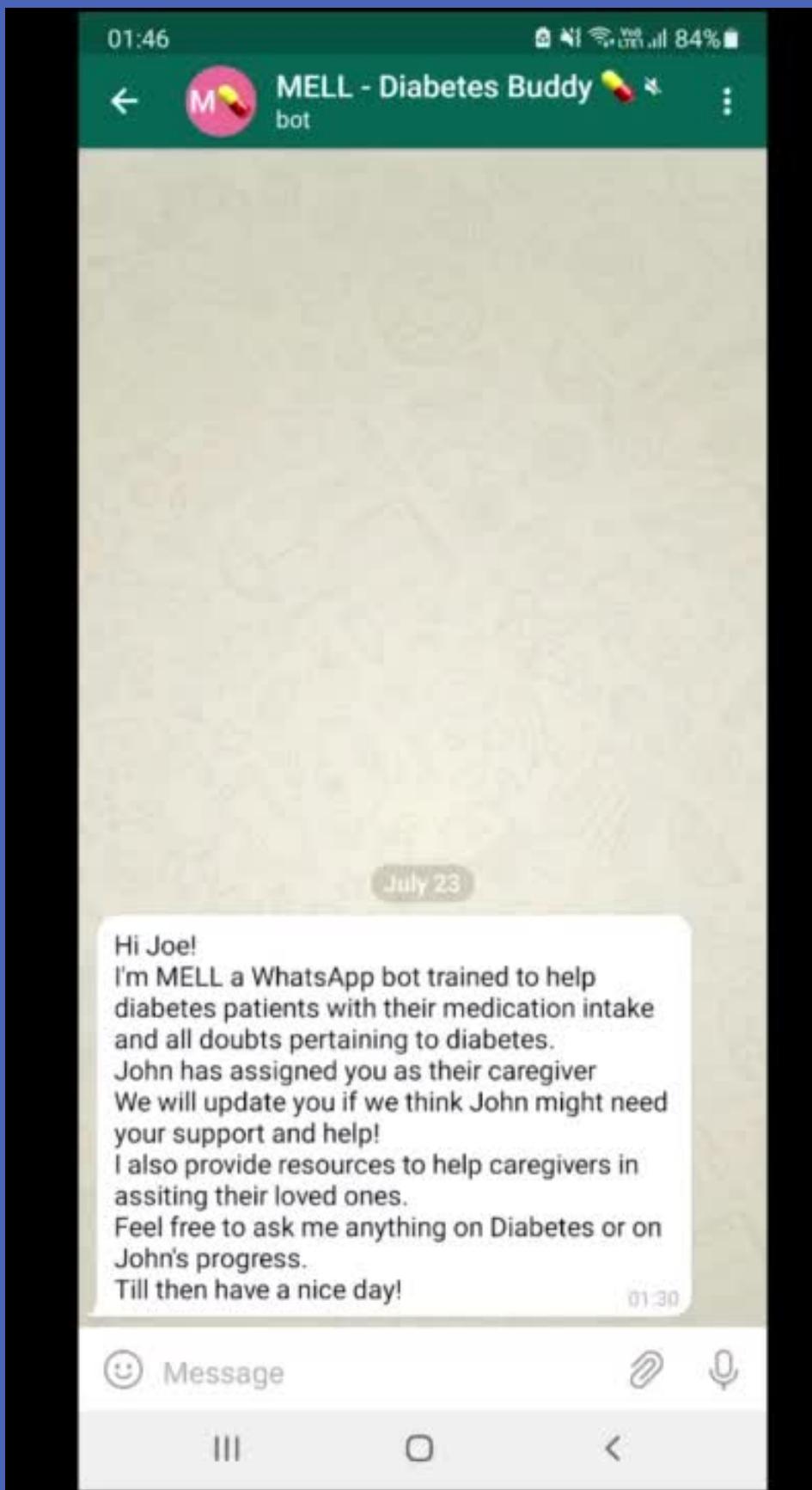
Revenue Streams

- Sponsorships from digital health sectors
- Advertisements from reputable Health or MedTech companies on WhatsApp Tips bot & Web including diabetes friendly restaurants

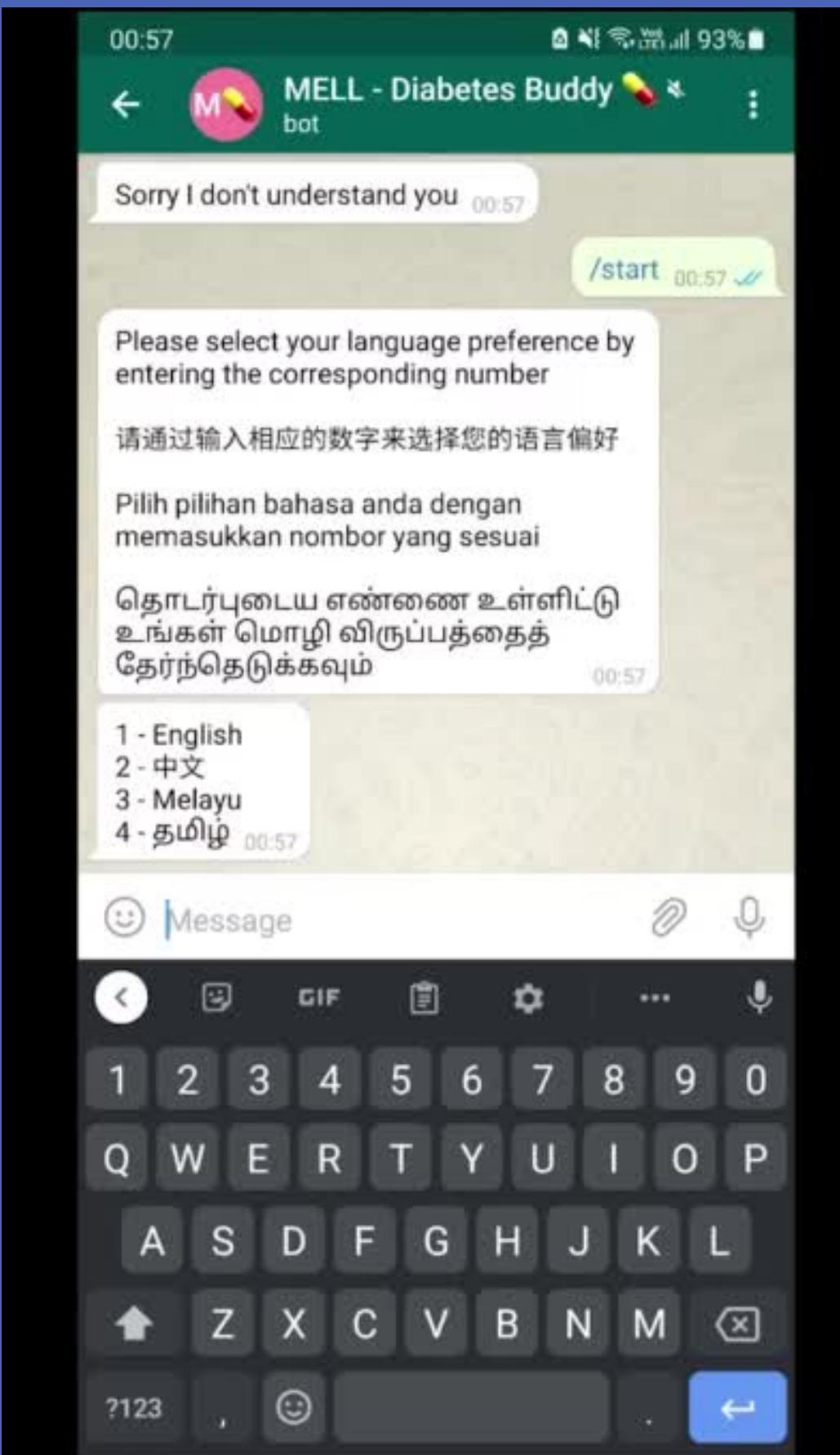
Reminder



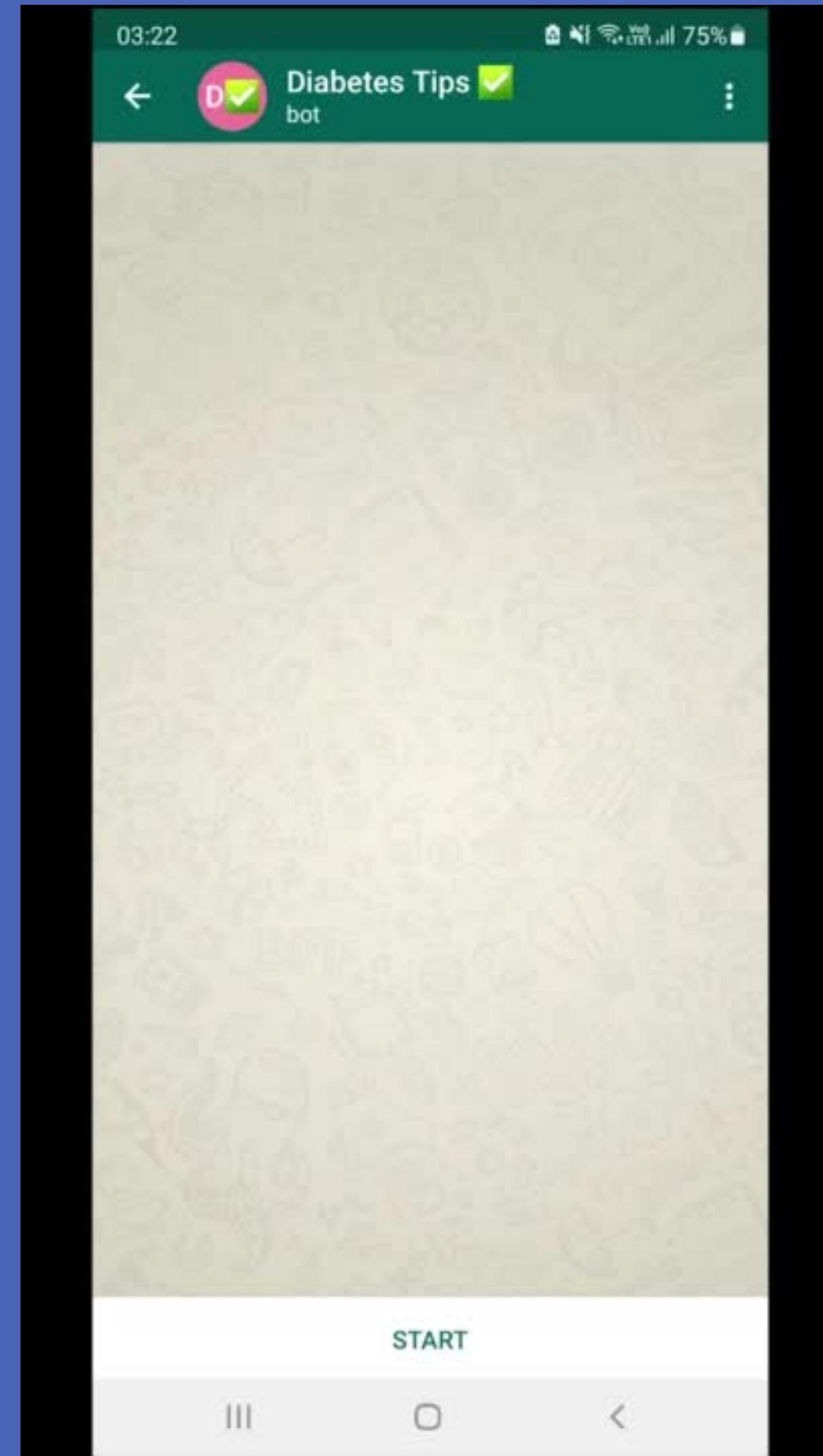
Caregiver

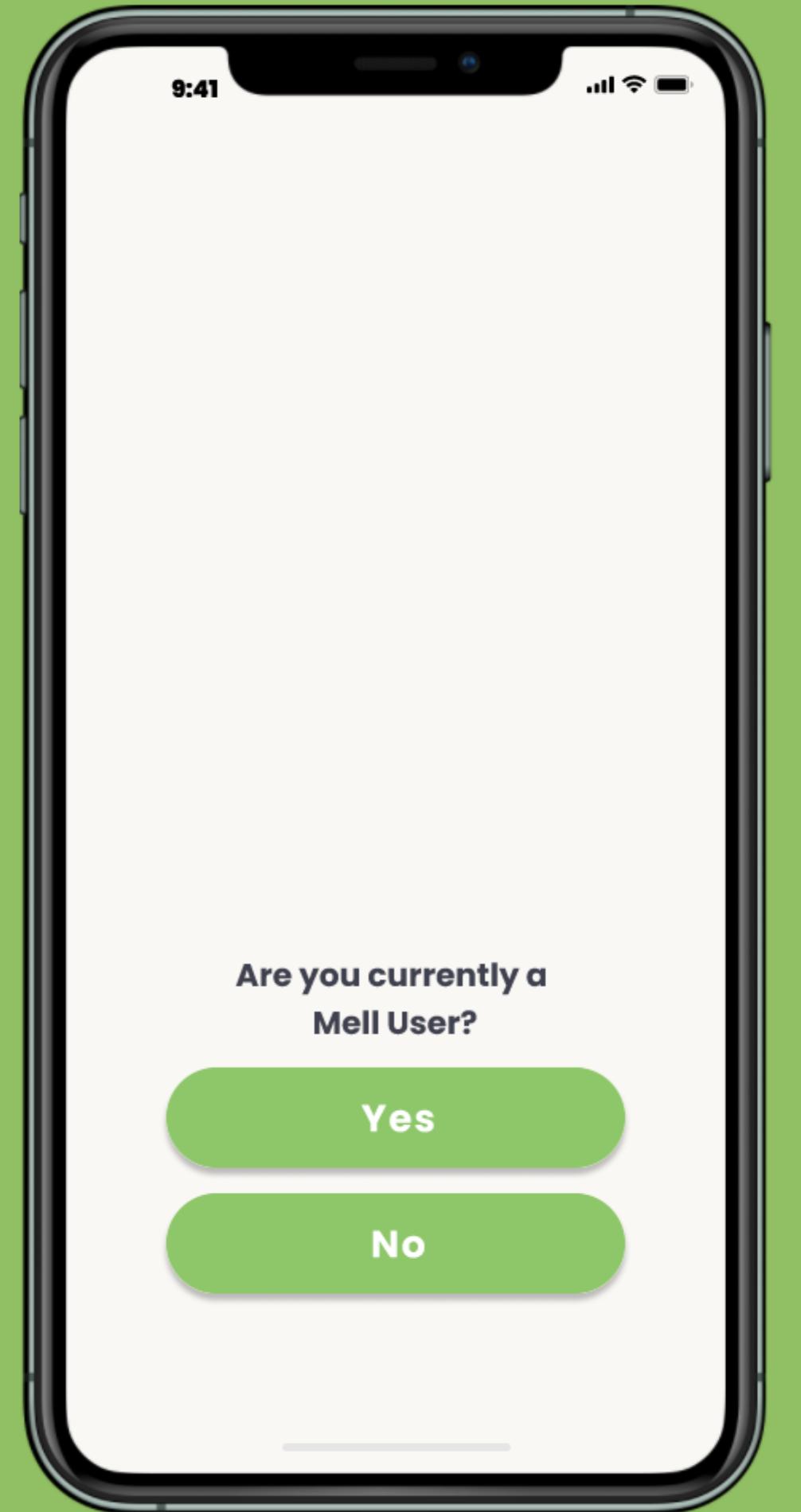


Registration



Diabetes Tips





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References

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- <https://www.nrdo.gov.sg/docs/librariesprovider3/default-document-library/diabetes-info-paper-v6.pdf?sfvrsn=0>
- <https://www.rafflesmedicalgroup.com/health-resources/health-articles/half-of-diabetics-fail-to-take-medicine-regularly/>

